

Mentor Profile

Mentor Name Ken Horn

Senior Executive in manufacturing, importing, retail supply, fmcg, public and private B2B. Director to industry leaders in contract apparel, branded sports goods, packaging and consumables. Award winning Advisor to leading business support agencies.

Age 45

British

Married to Helen

Two Children, James 17 and Kerr 15

Licensed FA Coach, average Tennis and Squash player

What is your greatest achievement so far?

Launching my own business and parenthood.

Name an organisation (other than your own) that you see as the perfect one and why?

Apple. Exceptionality is their core value.

Name a business leader that you admire and why?

Digby Jones. Qualified, clear and confrontational.

Why are you passionate about mentoring?

Hugely rewarding.

Who or what has been your greatest inspiration?

Scotland

Professional Qualifications:

Level 5 Diploma in Business Support. Accredited Business Support Professional Assessed by Quality Recognition. Awarded by SFEDI. National SFEDI Enterprise Advisor of the Year 2010 Nominee.

Level 5 Diploma E5.12 Enterprise Training module.

Assessed by Quality Recognition. Awarded by SFEDI. EMB considering as a mandatory requirement for group Trainers.

Train the Trainer Qualification.

Assessed and awarded by Right Track Training Solutions. Necessary accreditation for any Advisor delivering group events in Derbyshire.

Experience:

Career Highlights

Led BIMBO acquisition of £6.5 million leading European sports goods distributor.

Headed Community Union appeal versus Sara Lee Courtaulds reengineering strategy

Successfully reduced 256 unionised employee contracts by 19%

Project managed 1992 Barcelona Olympic merchandise campaign

Created Coca Cola promotional launch featured on over 200 million products

Core Competencies

Business Accelerator and Retail Supply Champion. Expert supplier to leading multiple retailers and grocers including Asda, Tesco, Marks and Spencer, Bhs, New Look, Debenhams, Next, JJB, Sports Soccer, Independents and Wholesalers.

Broad knowledge of UK FMCG market enjoying relations with leading operators McDonalds, Britvic and Pernod Ricard.

Business and Sales development. Proven record in customer development and profitable revenue generation.

Business planning, budgeting and strategy. Creating and implementing initiatives to improve business performance.

Skills and Expertise:

Sales. Marketing. Promotion. Propositions. Negotiation. Problem solving.